



News From

JACK DOYLE

MONROE COUNTY EXECUTIVE

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GRVA to Launch \$250K Fall Marketing Campaign

Monroe County Executive Jack Doyle today announced a major marketing campaign to help Monroe County's hospitality industry recover from the events of September 11.

Using a combination of community marketing funds generated by the additional one percent hotel/motel tax and funds from the County of Monroe Industrial Development Agency (COMIDA), the Greater Rochester Visitors Association (GRVA) will create a campaign focusing on three key areas:

- An advertising campaign reaching out to U.S. and Canadian populations within a three-hour drive or hour-long flight, telling them about the family-friendly attractions, value-priced lodging, unique restaurants and great holiday shopping available in the Monroe County area.
- Extending by a day or two, the stay of some of the estimated 40,000 visitors who plan to visit Rochester between now and the end of the year for meetings, conferences, tradeshow and other events.
- A promotional push to reassure traditionally strong and emerging markets such as technology and medical-oriented conferences, sporting events and international tourists, that Greater Rochester continues to be a strong and viable host destination for events and travelers.

"Besides the nearly \$250 million spent by visitors annually in Monroe County, each visitor represents a prospective new resident, employee, investor, or college student—their visit presents an opportunity for us to show off our quality of life in this community," said Doyle. "COMIDA's investment in this project is seen in the context of its traditional role – job development, employee recruitment and overall economic development."

GRVA members have reported a sharp decline in business since the September 11 attacks on the World Trade Center and Pentagon. Combined with an existing soft market, the attacks have proved devastating.

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GRVA AD CAMPAIGN

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"The overall economy, coupled with rising fuel costs had already suppressed travel prior to the September 11th attacks. Now, in the face of all three factors, people are anxious for a travel experience that promises togetherness and relaxation with family and friends," said Ed Hall, GRVA president. "This campaign will let them know that Rochester can provide that experience affordably, with a limited amount of travel time."

GRVA has developed a marketing program that will focus on the excellent quality of life in the area, such as Rochester's recent designation by *Child* magazine as "One of the Top 10 Best Cities for Families."

"As we discussed the current mood of people wanting to be with family and friends to share special times and experiences—but not too far from home—we kept coming back to those features that create our area's 'quality of life.' We decided that "life" would be the root concept with which we promote the vitality of Rochester to all publics," said Hall.

Print and television advertising will feature such lines as "Bring Your Family to LIFE...Rochester, NY," and "Bring Your Meeting to LIFE...Rochester, NY." Ads will feature "Night LIFE," "Outdoor LIFE," "Sports LIFE," "Kids LIFE," etc. and will tout more fun, more entertainment, more relaxation, more things to do...all with less travel time and less hassle, and even for less money. Visitors will be directed to the GRVA web site, www.visitrochester.com, where special deals for lodging, restaurants, attractions, etc. will be posted, or to its information line at 800/677-7282.

Besides addressing the three-hour driving audience, the campaign will touch the New York City area by inviting visitors to fly jetBlue to Rochester. Amtrak has also agreed to support the campaign.

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*For further information, call:
Communications & Special Events at 428-2380
See us on the web at www.MonroeCounty.gov*